

1 12. The method of claim 10, further comprising the steps of
2 at a third company, conditioning the grant of a second
3 discount for the second product at the second company on the
4 purchase of a third product at the third company; and
5 at the second company, standing ready to accept the
6 second discount on the second product,
7 wherein the step of selling comprises
8 accepting the discount and the second discount on the
9 second product.

1 **13.** A method for cross marketing, the method comprising
2 the steps of:
3 at a first company, conditioning the grant of a discount for a
4 second product at a second company on a purchase of a first
5 product at the first company;
6 recognizing the purchase of the first product at the first
7 company by a consumer and the grant of a discount;
8 crediting an account of the consumer with the discount;
9 notifying the consumer of the discount;
10 depositing a predetermined amount of money into an
11 account for the benefit of the second company in at least partial
12 compensation for accepting the discount; and
13 at the second company, offering for sale the second product
14 and standing ready to accept the discount on the second product,
15 wherein the money amounts to a predetermined percentage of revenue
16 realized from the purchase of the first product.

1 14. The method of claim 12, further comprising the steps of
2 at a third company, conditioning the grant of a second

3 discount for the second product at the second company on the
4 purchase of a third product at the third company;
5 at the second company, standing ready to accept the
6 second discount on the second product; and
7 at the second company, selling the second product,
8 accepting the discount and the second discount on the second
9 product.

1 **15.** A method for cross marketing, the method comprising
2 the steps of:
3 at a company, conditioning the grant of a discount for a
4 second product at a second department within the company on a
5 purchase of a first product at a first department within the
6 company; and
7 at the second department, offering for sale the second
8 product and standing ready to accept the discount on the second
9 product.

1 **16.** A method for cross marketing, the method comprising
2 the steps of:
3 at a company, conditioning the grant of a discount for a
4 second product at a second department within the company on a
5 purchase of a first product at a first department of the company;
6 recognizing the purchase of the first product at the first
7 department by a consumer and the grant of a discount;
8 crediting an account of the consumer with the discount;
9 notifying the consumer of the discount;
10 depositing a predetermined amount of money into an
11 account for the benefit of the second department in at least partial
12 compensation for accepting the discount; and

